

How to find business when you know no one!!

1. Went to a coffee shop and began talking to the girls that work behind the counter (I have 20 new customers from there and the list grows..... go at east 3 times a week and be nice and friendly and just warm chatter and show that you like them and that hey you enjoy their company) once you have some what of and established repore give them samples and ask them for leads.... In the month of December I made 600.00 in one week from the coffee shop.

2. I did this with all my samples and it has helped me get 5 new customers.... I went to Publix, our local grocery store and I went back to the Deli and asked the manger how many ladies worked there,,, then I went home and made little 17 bags and filled them with all the neutral sample I had. Then I went back and said that this was a little token of my appreciation for all the hard work they did and guess what I now have 5 ladies there that are new customers and I have them booked for classes.

3. Go to different clothing stores and ask if you can spend a Saturday giving samples.... most places will say yes. The only thing you get from their customers is their names and then you call and follow up and get sales. I did this and I have 10 new customers plus the girls that work in the store.....

4. Find community groups that meet once a week or month... like the Garden club, Mommy and me groups, Mothers that works at home group... (better yet start your own group in that aspect).

5. We all have invested in Tupperware and Pampered Chef... Talk to their consultants and see if you can do some customer trading.... you would be surprised.

6. Go to the mall and walk with some goodies in a purse and hand them out to prospective clients,,, remember get name and number.

7. Any craft fairs that are around go and meet the people there...the beach.... restaurants anything that you know you may want to meet people...

8. Hospital I also found some new customers and all I did was give Satin Hands treatment to the cancer patient. I go in and I tell them that my grandfather passed away from cancer in 1994 and that this is my way of touching a life and making them feel better..... Some days I get 3 ladies other days none ... you just have to go with the flow.

Need to meet new People?

from NSD Gloria Mayfield Banks

Step one! Order time wise sample packets and time wise brochures! (or sample cards!).

Step two! Put 10 of them in your purse! Each day!

Step three! Talk to at least 10 women each day! Say:

(As you know) I am with Mary Kay Cosmetics and we have a brand new skin care system on the market (PUT THE SAMPLE PACKET IN THEIR HANDS AT THIS POINT). I need to get the opinion of 50 people this week on this product. All you need to do is take this sample home try 1/2 tonight and the other half in the morning. I'll call you tomorrow and ask you a couple of questions about the product.

(TAKE A NOTEBOOK WITH ONE NAME, PHONE # AND EMAIL ADDRESS ON IT, per line). Say What is your name? And a number where I can reach you tomorrow. What is a good time to call? Great, I know you're probably a busy person, so may I have your email address in case I have trouble getting you at that time? Thank you so much and I can't wait to hear what you think of it.

Step four! MOST IMPORTANT STEP!
F o l l o w U P!!!!

Use this script word for word.

_____, this is _____ and we met yesterday. Thank you so much for taking part in our marketing survey. I appreciate you taking time out of your busy schedule to try our products and give us an honest opinion of them. I won't keep you but a second. I'd like to ask you some quick questions and I'll fill out the questionnaire for you over the phone.

1. Did you find the products enjoyable? ___ YES ___ NO
2. What brand of skin care do you use daily?
3. Would you rate how your skin felt after you used the Mary Kay TimeWise System as . . .

___ SOFT AND SMOOTH ___ REFRESHING ___ NO DIFFERENCE

4. How much would you expect a four-month supply of a quality skin care system to cost?

\$50.00 TO \$75.00 \$75.00 TO \$100.00 \$100.00 OR MORE

5. If you knew that the system you tried starts at \$49.00 and comes in a four-month supply including the cost of foundation, would this be a system you would like to have on your shelf at home? YES NO

6. Great_____, I am currently qualifying for _____(Star Consultant Status, Car, Management) and I need to do makeovers on TEN people this week. I'd love for you to be one of my ten and since you so generously participated in my survey, you would receive the TimeWise System for \$15.00 off: That would make it only \$34.00. It would take 20-30 minutes of your time and you'll get an updated makeover with the latest colors.

What would be better for you during Lunch or after Work? (book the appointment)

7. By the way, _____ because I need to do 10 faces, if you have a couple of friends to join us, you may choose a FREE lipstick Does that sound like something you could do?

May I put you on my Mailing List for monthly and quarterly Specials and New Product Brochures?

***If she won't schedule a makeover, or class, ask her if she would have four people try TimeWise and take outside orders at work. Give her the same Discount for doing it.

Of course, have each person fill out a Marketing Survey..... at the appointment, if they book, when you drop off TimeWise, or if they're going to do Outside Orders. Or, over the phone immediately if they're not going to do any of the above

The KEY is to know what to say next, if there is a no to an appointment , then ask for outside orders, if no , ask to be a model, if no , ask her to fill out a Marketing Survey RIGHT NOW!

After two attempts at calling her, send her an e-mail. If she still doesn't respond, throw her number away and move on!! Don't start a collection , you should never have more than 30 names in your stack at a time! 20 from the first two days and 10 from the current day!

Numbers are the KEY..... Work them and you will be Richly Rewarded



WARM CHAT CONVERSATION OPENERS!!

Conversational Openers

Shopping - There is someone standing in line next to you. It is a long line. Your conversational opener could be, "The line seems really long today." If the person just grunts, then don't continue the conversation. If their response is friendly then "bridge" the conversational opener to sharing about your business. You could ask, "Do you shop at this time of day often?" After they respond, say, "I don't think I will pick this time of day again to shop with the lines being so long. I am really fortunate I can pick another time of day because I own my own business. I work from home. Are you familiar with (your company)?" If you have another career too, then just tweak the bridging statement a bit and say, "Unfortunately my time is limited for shopping because my full-time career does not offer me much flexibility, but I do have a business that does. Are you familiar with (your company)?"

At a library, a child's event, or a class you take (exercise, sewing etc.) try opening the conversation with one of the following conversational openers: "Do you come to the library often?" "Do you get to most of the practices?" "How long have you been taking the classes here?" Then, bridge the conversation with those who are responsive to your opener with a statement such as. . . "I love being able to come here. I have my own business and I always feel so fortunate that I can do these kinds of things. I work from home. Are you familiar with (your company)?"

Plan a fun outing to the zoo, a museum, an amusement park etc. When standing next to people, just ask, "Are you from this area?" They will answer and all you have to do to "bridge" is say, "I am always curious, are you familiar with (your company name) in your area?" This way you will find out from their response if they are interested in hearing about your company. Remember just share a few sentences. Don't give them a full marketing presentation. Just say, "Our company offers several services. I would love to be able to share some information with you about those services in the future. Would you feel comfortable giving me your name and phone number so I can call you to share some information about those services?" If they say they are not interested, that is okay. The next time you have the opportunity to share, someone might be interested. Remember sharing is based on having something to offer not on what the response will be.

Make a point of sharing in these situations. Practicing the language will lead to confidence. I always feel that when you do go out and do this, you are 100% successful in sharing. The recruiting results will be there after you begin to share. The good news is the moment you share, you are 100% successful in the sharing process! Recruits will be there from all the sharing. Remember you have to share, care and be proud of what you do in order to help others. We have to be patient to find the people who want our help. A no is just part of the process to getting to a yes! Would you ever stop offering a piece of cake to guests at your home just because someone said no? Would you feel everyone deserves to be offered? The possibility of hearing no's should never keep us from sharing!

Customers Who Work in Offices

Contact some Customers who work in offices - ask if they'd like to earn a discount on their next order, gift certificate, whatever you want to give.

Put together in Vinyl bags the following items (any bag will work)

1 Full size TimeWise Cleanser

1 Full size TimeWise Moisturizer

4 TimeWise Surveys

4 TimeWise Look Books

4 Business Cards

Instruction Sheet (see below)

Deliver the TimeWise Bag to your customer on Monday & tell her you'll be back to pick it up on Friday. The idea is that she passes it to a different person every day.

They take it home...use it that night and in the morning then take it back to the office the next day, fill out the survey and pass along to the next person.

When you pick it up on Friday, you have 4 new leads to follow up with, and we've been having at least a 80% success rate with the sales of TimeWise, so that's at least 3 new TimeWise sets sold! Not to mention, your contact in the office will see how easy our products are to sell, so that is a great recruit Prospect!

Why not circulate 5 of these per week? That gives you an average of 15 SETS SOLD PER WEEK with little effort on your part, and 20 NEW LEADS! Can you handle it? How about 10 circulating for 30 sets sold & 40 NEW LEADS? WOW!

Use the Full Size set because you'll run out of samples and because they can see what they'll be buying. I think it is easier to keep track of this way and you can keep circulating the full sizes as you pass along the TimeWise Bags to different customers each week. Plus you can write off the full size as Demos.

Print off and copy the TIMEWISE "Business Class" Info Sheet below:

INSTRUCTIONS

*Take TimeWise Bag with products home and wash with the cleanser, followed by the moisturizer in the evening. You may also use it again in the morning.

*Fill out the survey card and leave in the bag.

*Keep a catalog & business card for yourself.

*Bring the TimeWise Bag back with you in the morning & pass it along to someone else.

*On Friday, please leave TimeWise Bag with_____.

Thanks for participating in our Survey!!

If you have any questions, call me at _____.

Please remember to bring the TimeWise Bag back with you in the morning